

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently Amended) A method comprising:

[[~~providing~~]] transmitting an electronic form for display to a customer;

receiving user-entered data for at least one field present in the electronic form; and

[[~~providing~~]] wherein the form includes a link that, when activated, establishes a voice channel between the passenger and a customer representative

[[~~and provides~~]] wherein the link includes a unique identifier associated with the user-entered data that enables a customer representative to [[~~retrieve~~]] view the user-entered data.

2. (Original) The method of claim 1, comprising retrieving, by a computing device associated with the customer representative, the user-entered data based on the unique identifier.

3. (Currently Amended) The method of claim 1, further comprising authenticating a user before [[~~providing~~]] transmitting the electronic form.

4. (Currently Amended) The method of claim 1, in which providing the electronic form comprises [[~~providing~~]] transmitting the electronic form for display on a wireless handheld device.

5. (Original) The method of claim 1 in which the unique identifier comprises an extension of a phone number.

- 6. (Original)** The method of claim 1 in which the electronic form is for making a reservation with a transportation service provider.
- 7. (Original)** The method of claim 7 in which receiving user-entered data comprises receiving user-entered data corresponding to a pick-up location, a drop-off location, a date service is required, and a time service is required.
- 8. (Original)** The method of claim 6 in which the reservation is associated with reserving a vehicle and a driver.
- 9. (Currently Amended)** A system comprising:
- a first computing device adapted to:
 - display an electronic form,
 - receive user-entered data for at least one field present in the electronic form, and
 - display a link that, when activated, calls a customer representative and provides a unique identifier associated with the user-entered data that enables a second computing device to retrieve and display the user-entered data based on the unique identifier.
- 10. (Currently Amended)** The system of claim 9, comprising:
- a second computing device adapted to:
 - receive the unique identifier, ~~[[and]]~~
 - retrieve the user-entered data based on the unique identifier, and
 - display the user-entered data.

11. **(Original)** The system of claim 10 in which the first computing device comprises a wireless handheld device.
12. **(Original)** The system of claim 9 in which the unique identifier comprises identification of a voice channel so that the voice channel cannot be accessed by a unauthorized person.
13. **(Original)** The system of claim 9 in which the first computing device has a capability to accept input via voice activated commands.
14. **(Currently Amended)** A computer program product, tangibly embodied in an information carrier, the computer program product comprising instructions operable to cause data processing apparatus to:

[[provide]] transmit an electronic form;

receive user-entered data for at least one field present in the electronic form; and

[[provide]] wherein the form includes a link that, when activated, establishes a voice channel between the passenger and a customer representative; and

[[provides]] wherein the link includes a unique identifier associated with the user-entered data that enables a customer representative to [[retrieve]] view the user-entered data.
15. **(Currently Amended)** The computer program product of claim 14, wherein the instructions are further operable to cause the data processing apparatus to enable the customer service representative to [[entering]] enter additional information not included in the user-entered data to make a reservation to enable dispatching a car and billing the passenger accordingly.
16. **(Currently Amended)** The computer program product of claim 14, wherein the instructions are further operable to cause the data processing apparatus to retrieve, by a computing

device associated with the customer representative, the user-entered data based on the unique identifier, and to display the user-entered data to the customer representative.

17. **(Original)** The computer program product of claim 14, wherein the instructions are further operable to cause the data processing apparatus to authenticate a user before providing the electronic form.
18. **(Currently Amended)** The computer program product of claim 14, wherein the instructions are further operable to cause the data processing apparatus to ~~[[provide]]~~ transmit the electronic form for display on a wireless handheld device.
19. **(Original)** The computer program product of claim 14, wherein the unique identifier comprises an extension of a phone number.
20. **(Original)** The computer program product of claim 14, wherein the electronic form is for making a reservation with a transportation service provider.